

IN THE CLAIMS:

Please amend claims 1, 5-8, 10-19 and 22-24 to read as follows. All of the pending claims, whether or not amended, are reproduced below.

1. (currently amended) A method of administering a promotional contest comprising the steps of:
 - providing to a consumer a product the label of which includes an identification code;
 - enabling the consumer to input the identification code into a prize redemption system;
 - validating the identification code; and
 - determining whether the ~~code is a winning code that entitles the consumer~~ is entitled to receive a prize on the basis of the identification code input by the consumer.
2. (original) A method according to Claim 1, wherein the consumer inputs the identification code via the Internet.
3. (original) A method according to Claim 1, wherein the consumer inputs the identification code at a kiosk.
4. (original) A method according to Claim 1, wherein the consumer inputs the identification code by telephone.
5. (currently amended) A method according to Claim 1, wherein the determining step determines whether the identification code ~~is a winning prize that~~ entitles

the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

6. (currently amended) A method according to Claim 1, wherein the determining step determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

7. (currently amended) A method according to Claim 1, wherein the determining step determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

8. (currently amended) A server operable to run a prize redemption program in which a consumer has previously been provided with a product the label of which includes an identification code, the server being operable to:

enable the consumer to input the identification code into a prize redemption system;

validate the identification code; and

determine whether the code is a winning code that entitles the consumer is entitled to receive a prize on the basis of the identification code input by the consumer.

9. (original) A server according to Claim 8, wherein the server is on the Internet.

10. (currently amended) A server according to Claim 8, wherein the server determines whether the identification code ~~is a winning prize that~~ entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

11. (currently amended) A server according to Claim 8, wherein the server determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

12. (currently amended) A server according to Claim 8, wherein the server determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

13. (currently amended) ~~Computer~~ A computer-readable medium having stored thereon computer code executable on a server operable to run a prize redemption program in which a consumer has previously been provided with a product the label of which includes an identification code, the computer code comprising:

code for enabling the consumer to input the identification code into a prize redemption system;

code for validating the identification code; and

code for determining whether the ~~identification code is a winning code that entitles~~ the consumer is entitled to receive a prize on the basis of the identification code input by the consumer.

14. (currently amended) ~~Computer code~~ A computer-readable medium according to Claim 13, wherein the server is on the Internet.

15. (currently amended) ~~Computer code~~ A computer-readable medium according to Claim 13, wherein the server determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

16. (currently amended) ~~Computer code~~ A computer-readable medium according to Claim 13, wherein the server determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

17. (currently amended) ~~Computer code~~ A computer-readable medium according to Claim 13, wherein the server determines whether the identification code ~~is a winning code that~~ entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

18. (currently amended) An apparatus for administering a promotional contest in which a consumer has been provided access to a product the label of which includes an identification code, the apparatus comprising:

means for enabling the consumer to input the identification code into a prize redemption system;

means for validating the identification code; and

means for determining whether the ~~code is a winning code that~~
~~entitles the consumer~~ is entitled to receive a prize on the basis of the identification code
input by the consumer.

19. (original) An apparatus according to Claim 18, wherein the consumer inputs the identification code via the Internet.

20. (original) An apparatus according to Claim 18, wherein the consumer inputs the identification code at a kiosk.

21. (original) An apparatus according to Claim 18, wherein the consumer inputs the identification code by telephone.

22. (currently amended) An apparatus according to Claim 18, wherein the determining means determines whether the identification code ~~is a winning prize that~~
entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

23. (currently amended) An apparatus according to Claim 18, wherein the determining means determines whether the identification code ~~is a winning code that~~
entitles the consumer to receive a prize by placing the validated code in a virtual hat with other codes and drawing from the virtual hat.

24. (currently amended) An apparatus according to Claim 18, wherein the determining step determines whether the identification code ~~is a winning code that~~
entitles the consumer to receive a prize by generating a random number using a random

number generator and comparing one or more digits of the validated identification code with the random number.